

# COURSE FEATURES

## Sales

*(2-day Instructor-Led Course)*



### Course Overview

The CBP™ Sales Certification lays the foundation for professional selling by developing the selling process through effective sales methodologies. You will learn the skills and tactics of leading sales professionals and take part in interactive scenarios to master those skills.

The CBP™ Sales certification module covers all the major sales stages and teaches the best practices in the sales industry.

### Who Should Attend

This course is recommended for sales professionals, account executives, front-line workers, and business professionals who wish to specialize in sales.

### Prerequisites

This course requires that students meet the following prerequisites:

1. The candidate must have a commitment to the pursuit of excellence.
2. The candidate must have completed or be in the process of completing a high school or secondary school diploma or comparable educational standards.

### Course Materials

Students will receive an official course manual for post-class reference and review.

### Certification Preparation

This course prepares candidates to take the Certified Business Professional exam - **C30-508**

### Follow-up Courses

- Leadership
- Customer Service
- Marketing
- Business Communication

## Course Outline: CBP™ Sales

### Module 1: Introduction to Selling

- Definition of Selling
- The Definition of a Seller
- The Definition of a Buyer
- Selling
- Sales Requirements
- Sales Strategies and Tactics
- Attitude
- Ways we sell
  - Person-to-Person
  - Telemarketing
  - Direct mail
  - Email
  - Internet
  - Social Media
  - SMS/Texting
  - Seminars and Conferences
- The Selling Process
  - Strategies and Tactics
- The Selling Process
- Sales Stages
- Product Knowledge
- Develop a Positive Sales Attitude
- Enjoy Selling
- Be Excited

### Module 2: Prospecting Success Strategies

- What is a Prospect?
- Prospecting
- A Customer Profile
- Building Customer Profiles
- Channel Ratings

### Module 3: First Contact Success Strategies

- First Contact
- Establishing Buyer Trust
- Building Rapport
  - Smile
  - Handshake
  - Use Names
  - Be Sincere and Friendly
- Using a Trust Substitute
- Common Ground
- Compliment and Affirm
- Professional Greeting
- Professional Image
- Be on Time
- Body Language and Eye Contact
  - Step 1. Greeting
  - Step 2. Introduction & Rapport
  - Step 3. The Purpose
  - Step 4. Permission Question
- Attention Grabbers

### Module 4: Qualification Success Strategies

- The Qualification Stage
- Buying Criteria
- Buying Motive
- Qualification Steps
- The Qualification Process
- Discovery Questioning Styles
- Close-ended Questions
- Open-ended Questions
- Alternative Questions
- Assessment Questions
- Reward Questions
- Effective Listening Skills

### Module 5: Presentation Success Strategies

- The Presentation Stage
- Delivering a Prospect-specific Presentation
- Buyer Motives
  - Personal Attention
  - Safety
  - Financial
  - To Own Things
- Proof-of-Success
  - Product Demonstration
  - Success Stories
  - Customer Testimonials
  - Industry Reviews and Evaluation
  - Awards
- Feedback
- Keys to a Powerful Presentation
  - Energy & Passion
  - Be Positive
  - Assume the Sale

### Module 6: Successful Objection Resolution

- Resolving Objections
- Buyer Objections
- Strategies for Resolving Objections
  - Create Objection Responses that Reduce Conflict
  - Acknowledge
  - Identify With
  - Resolve
- Uncovering Hidden Objections
- Assessment Questions
- Ready to Close
- Fear of Buying

### Module 7: Successful Closing Strategies

- Closing Stage
- The Fear Barrier
- Seller's Fear
- Buyer's Fear
- Recognizing Buying Signals
- Verbal Buying Signals
- Non-verbal Buying Signals
- Strategies for Closing the sale
  - Direct Close
  - Minor Point Close
  - Alternative/Multiple Choice Close
  - Action Close
  - Opportunity Windows Close
  - Benefits Close
  - Trial Product Close
  - Objection Close
- What if your prospect says "no"?
- What do you do when a sale is lost?

### Module 8: Wrap-up & Follow-up Strategies

- Wrap-Up and Follow-up
- Complete the Sale
- Referrals
- Follow-up and Repeat Sales
- Quality of Service
- Post-Sales Report
- Warm Market
- Strategies that Create Repeat Sales